To return to the "[single sheet with all I need to know](http://kjmackey.wordpress.com/2013/12/17/twelve-stages-of-bi/)" notion—it is a valid goal for the delivery of Business Intelligence.

Back in the dark ages, before everything was as mobile and connected as it is now, the single sheet was likely a PDF page with the five or six key performance indicators a CEO needed as she briefed analysts or shareholders.

The key points on which to focus. An indication of whether the company was moving toward each of those goals. Or away from them.

At each level in companies, in industries, there are key indicators that demonstrate the health of the enterprise at that level.

Inventory turns at a micro level within a single store, at a macro level across a region—coupled with the direction towards or away from the goal.

Median time on the market for available properties in a geographic region in real estate, and the change relative to last month, last quarter, last year, over the past five years.

Defect percentage from suppliers, on-time package delivery for logistics operations, customer churn rates (employee churn rates?)—in both cases one hopes the desired direction is downwards, shopping cart (whether wheeled or virtual) abandonment rates, advertising effectiveness as measured by greater brand awareness/greater uptick in buying/greater foot traffic through the door (or web traffic on the site.)

Business Intelligence's job is to:

* work with the business to determine the key metrics to measure
* show whether what's measured is going toward, or receding from, the goal set by the business
* find the data to support the above
* repeat for each level within the hierarchy
* and deliver...

A single sheet with all they need, at each level, to know.

Now, in these mobile and connected days, the single sheet is likely a portable screen capable of delivering the data underlying each of the key performance indicators.

And in these days of big data—in any of the variable, velocity, volume senses—it often feels like BI's gathering the information from the four winds.

But that's the job. A job that's only possible when approached in a collaborative, co-creative, iterative way.

It's that simple...and that hard.